

ATTACHMENT 6C

SCENARIO 1: Task 5: Board of Supervisors (Board) and Public Agency Presentations/Workshops Only

Task Objective

To build a consensus and develop a mutual understanding of impact fee policy ensuring that stakeholder interests and concerns are heard and considered.

Description (Specific Activities)

Strategies

Early and ongoing coordination with the Board and Public Agencies

Item of Work 5.1: Board Study Sessions and Planning Commission and El Dorado County Transportation Commission Presentations

Consultant shall provide County Staff support in preparation of material and attendance of one (1) presentation to the El Dorado County Planning Commission and one (1) El Dorado County Transportation Commission (EDCTC), and up to eight (8) Study Sessions with the Board of Supervisors to get early and regular input on the Study, proposed projects and fees.

Workshop rehearsal session at the County's office to test the content and format of the workshop will be performed by County staff with the consultant prior to the workshops.

Deliverables/Products

The Consultant Team shall attend up to 10 meetings. The dates of all Board, Planning Commission, and EDCTC shall be coordinated with the CA or designee. The public outreach meetings include:

- One (1) Planning Commission meeting
- One (1) EDCTC meeting
- Up to eight (8) Board Study Sessions
 - Up to six (6) Board Study Sessions shall held be prior to finalizing a draft CIP and TIM Fee Program to obtain input on required roadway infrastructure requirements as needed through 2035.
 - Up to two (2) additional Board Study Sessions shall be used in the adoption of the CIP and TIM Fee Program Updates.
- Up to three (3) rehearsal sessions prior to each Board workshop.
- Handouts and presentation materials shall be prepared by the Consultant Team for all Planning Commission Meeting, EDCTC Meeting, and Board presentations.
- Prepare reports for County staff presentations to Boards, Planning Commission, and EDCTC.

SCENARIO 2: Task 5: Board and Public Agency Presentations/Workshops Only + 6 Additional Outreach meetings

Task Objective

To build a consensus and develop a mutual understanding of impact fee policy ensuring that stakeholder interests and concerns are heard and considered.

Description (Specific Activities)

Strategies

Early and ongoing coordination with the Board and Public Agencies

Item of Work 5.1: Board Study Sessions and Planning Commission and El Dorado County Transportation Commission Presentations

Consultant shall provide County Staff support in preparation of material and attendance of one (1) presentation to the El Dorado County Planning Commission and one (1) presentation to the EDCTC , and up to eight (8) Study Sessions with the Board to get early and regular input on the Study, proposed projects and fees.

Workshop rehearsal session at the County's office to test the content and format of the workshop will be performed by County staff with the consultant prior to the workshops.

Item of Work 5.2 : Public Workshops

Consultant shall provide County Staff support in preparation of material and attendance of three (3) rounds of two (2) traditional public workshops to provide an opportunity for residents and all interested parties to share concerns and pose questions relative to the Fee Update. The workshops will be held in two diverse locations throughout the study area for each round for a total of six (6) total workshops. The workshop will include:

- Presentation- County staff will provide an overview of the purpose, structure and parameters of the TIM Fee Program;
- County staff will facilitate discussion/Q&A regarding the process and concerns; and
- County staff will review of comments received.

Workshop rehearsal session at the County's office to test the content and format of the workshop will be performed by County staff with the consultant prior to the workshops.

Item of Work 5.3 : Web Based Tools

Consultant shall assist the County in establishing a project website to post all relevant information about the development of Fee Update. This will include:

- Project Overview
- Library and Background Documents
- Meetings and Workshops
- Comment/Questions
- Contact Information

The site to be updated by County staff attendees and other project participants.

Deliverables/Products

The Consultant Team shall attend up to 10 meetings. The dates of all Board, Planning Commission, and EDCTC shall be coordinated with the CA or designee. The public outreach meetings include:

- One (1) Planning Commission meeting
 - One (1) EDCTC meeting
 - Up to eight (8) Board Study Sessions
 - Up to six (6) Board Study Sessions shall held be prior to finalizing a draft CIP and TIM Fee Program to obtain input on required roadway infrastructure requirements as needed through 2035.
 - Up to two (2) additional Board Study Sessions shall be used in the adoption of the CIP and TIM Fee Program Updates.
 - Up to three (3) rehearsal sessions prior to each Board workshop.
 - Assistance with presentation materials shall be provided by the Consultant Team for the Planning Commission Meeting, EDCTC Meeting, all Board presentations, and Public Outreach.
 - Up to six (6) Public Workshops (up to three (3) rounds at two (2) diverse locations). Dates to be coordinated with the CA or designee.
 - Assistant County with development of web based tools and social media to assist in outreach efforts
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SCENARIO 3: Task 5: Board and Public Agency Presentations/Workshops Only + 6 Additional Outreach Meetings with limited support by Flint Strategies

Task Objective

To build a consensus and develop a mutual understanding of impact fee policy ensuring that stakeholder interests and concerns are heard and considered to maximize community acceptance of the Capital Improvement Program (CIP) and Traffic Impact Mitigation (TIM) Fee Program

Narrative (Specific Activities)

Strategies

Public and stakeholder outreach will be an important component of this effort. The majority of interested parties are likely to be business interests and developers as opposed to residents. Our program includes consistent communication with elected officials and extensive outreach to the broad range of stakeholders and interested parties. Our strategies include:

- Early and ongoing coordination with the Board.
- Utilization of social media to promote engagement opportunities.
- Leverage local news media and trade publications.
- Develop/enhance partnerships with business, industry associations and organizations.

Item of Work 5.1: Board Study Sessions and Planning Commission and El Dorado County Transportation Commission Presentations

The County along with the Consultant Team will make at least one (1) presentation to the El Dorado County Planning Commission and one (1) presentation to the EDCTC each, and hold up to 8 Study Sessions with the Board to get early and regular input on the Study, proposed projects and fees.

Item of Work 5.2: Public Workshops

The County along with Consultant Team and Flint Strategies, will hold up to 6 traditional public workshops [three (3) rounds at two (2) separate locations] to provide an opportunity for residents and all interested parties to share concerns and pose questions relative to the Fee Update. The workshop will include:

- Presentation- Overview of the purpose, structure and parameters of the TIMF;
- Facilitated discussion/Q&A regarding the process and concerns; and
- Review of comments received.

Workshop rehearsal session at the County's office to test the content and format of the workshop will be performed by County staff with the consultant prior to the workshops.

Item of Work 5.3: Web based Tools and Social Media

In coordination with the County and Consultant team, Flint Strategies will establish a project website, which is accessed via the County website, to post all relevant information about the development of Fee Update. This will include:

- Project Overview
- Library and Background Documents
- Meetings and Workshops
- Comment/Questions
- Contact Information

The site will be updated by Flint Strategies on a regular basis. Flint Strategies will also support the plan as follows:

- Development of an eBlast database for stakeholders, meeting attendees and other project participants.
- Development of an eBlast system to send regular updates regarding the Fee Update.
- Posts on Facebook, Twitter and other relevant social media promoting engagement opportunities.

Item of Work 5.4: Media Relations & Collateral Development

Flint Strategies will prepare appropriate collateral materials and outreach tools to engage news media throughout the project. This will include:

- Creation and distribution of news releases and tip sheets;
- Development of Fact Sheets, FAQs and other materials;
- Development of posters/flyers promoting upcoming meetings and workshops.

All efforts will be coordinated with the County staff.

Deliverables/Products

The Consultant Team shall attend and present findings at up to 19 meetings. The dates of all public outreach shall be coordinated with the CA or designee. The public outreach meetings include:

- One (1) Planning Commission meeting
 - One (1) EDCTC meeting
 - Up to eight (8) Board Study Sessions
 - Up to six (6) Board Study Sessions shall be held prior to finalizing a draft CIP and TIM Fee Program to obtain input on required roadway infrastructure requirements as needed through 2035.
 - Up to two (2) additional Board Study Sessions shall be used in the adoption of the CIP and TIM Fee Program Updates.
 - Up to three (3) rehearsal sessions prior to each Board workshop.
 - Three (3) rounds of two (2) public traditional workshops (6) in selected communities. Dates and locations to be coordinated with the County.
 - Handouts and presentation materials shall be prepared by the Consultant Team for all public outreach meetings, Planning Commission Meeting, and Board presentations.
 - Final Communications Plan detailing all outreach efforts.
 - Prepare reports for County staff presentations to Boards, Commissions, and stakeholders
 - Prepare and make public presentations to the County Planning Commission, Board, and at community meetings as specified in the work plan Project Website Development with web based tool
 - News Releases and tip sheets
 - FAQs
 - Posters & Flyers advertising outreach
 - Development of an eBlast database for stakeholders, meeting attendees and other project participants.
 - Development of an eBlast system to send regular updates regarding the Fee Update.
 - Posts on Facebook, Twitter and other relevant social media promoting engagement opportunities.
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SCENARIO 4: Task 5: Board and Public Agency Presentations/Workshops Only + 6 Additional Outreach Meetings + Mini Roundtables with support by Flint Strategies

Task Objective

To build a consensus and develop a mutual understanding of impact fee policy ensuring that stakeholder interests and concerns are heard and considered to maximize community acceptance of the Capital Improvement Program (CIP) and Traffic Impact Mitigation (TIM) Fee Program

Description (Specific Activities)

Strategies

Public and stakeholder outreach will be an important component of this effort. The majority of interested parties are likely to be business interests and developers as opposed to residents. The Public Outreach program will include consistent communication with elected officials and extensive outreach to the broad range of stakeholders and interested parties. Strategies include:

- Early and ongoing coordination with the Board
- Outreach meetings with small groups of stakeholders with similar concerns
- Development of interactive opportunities for engagement in the field
- Utilization of social media to promote engagement opportunities
- Leverage local news media and trade publications
- Develop/enhance partnerships with business, industry associations and organizations.

Item of Work 5.1: Board Study Sessions and Planning Commission and El Dorado County Transportation Commission Presentations

Consultant shall make one presentation to the El Dorado County Planning Commission and EDCTC each, and hold up to 8 Study Sessions with the Board to get early and regular input on the Study, proposed projects and fees.

Item of Work 5.2: Public Workshops

The County along with Consultant Team and Flint Strategies shall hold three rounds of traditional public workshops to provide an opportunity for residents and all interested parties to share concerns and pose questions relative to the Fee Update. The workshops will be held in two diverse locations throughout the study area for each round (up to six (6) workshops).

- Presentation- Overview of the purpose, structure and parameters of the TIM Fee Program;
- Facilitated discussion/Q&A regarding the process and concerns; and
- Review of comments received.

Workshop rehearsal session at the County's office to test the content and format of the workshop will be performed by County staff with the consultant prior to the workshops.

Item of Work 5.3: Stakeholder Presentations/Mini-Workshops

County along with Consultant Team and Flint Strategies shall conduct two (2) rounds of meetings at three (3) separate locations with an identified stakeholder group; the first to identify key issues and concerns and the second to vet proposed fees. Participation by 12-20 individuals or representatives of the following groups are anticipated:

Building Industry/Developers

- Local Businesses/Economic Development Interests (Chambers of Commerce, Economic Development Partnership, Tourism)

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- Wine Industry (Growers/Wineries/Event Centers)
 - Rafting/Eco-Tourism Interests

Flint Strategies will also work with staff to identify potential participants and promote the workshops within those target populations. Flint Strategies shall publicize and promote the outreach meetings, identify appropriate stakeholders, and prepare collateral materials for use in the workshops.

Item of Work 5.4: Website and Social Media

In coordination with the County and Consultant Team, Flint Strategies will establish a project website, which is accessed via the County website, to post all relevant information about the development of Fee Update. This will include:

- Project Overview
- Library and Background Documents
- Meetings and Workshops
- Comment/Questions
- Contact Information

The site will be updated by Flint Strategies on a regular basis. Flint Strategies will also support the plan as follows:

- Development of an eBlast database for stakeholders, meeting attendees and other project participants
- Development of an eBlast system to send regular updates regarding the Fee Update
- Posts on Facebook, Twitter and other relevant social media promoting engagement opportunities.
- Creation of an eBlast list

Item of Work 5.5: Media Relations & Collateral Development

Flint Strategies will prepare appropriate collateral materials and outreach tools to engage news media throughout the project. This will include:

- Creation and distribution of news releases and tip sheets
- Development of Fact Sheets, FAQs and other materials
- Development of posters/flyers promoting upcoming meetings and workshops

All efforts will be coordinated with LRP.

Deliverables/Products

The Consultant Team shall attend and present findings at up to 27 meetings. The dates of all public outreach shall be coordinated with the CA or designee. The public outreach meetings include:

- One (1) Planning Commission meeting
 - One (1) EDCTC meeting
 - Up to eight (8) Board Study Sessions
 - Up to six (6) Board Study Sessions shall be held prior to finalizing a draft CIP and TIM Fee Program to obtain input on required roadway infrastructure requirements as needed through 2035.
 - Up to two (2) additional Board Study Sessions shall be used in the adoption of the CIP and TIM Fee Program Updates.
 - One rehearsal session prior to Board hearing
 - Three (3) rounds of two (2) public traditional workshops (6) in selected communities.
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Dates and locations to be coordinated with the County. An option will be provided to add up to 2 locations to each round of workshops.

- One rehearsal session prior to each round of public workshops (3).
 - Eight (8) Mini-Workshops/Roundtable Discussions with key stakeholder groups.
 - Handouts and presentation materials shall be prepared by the Consultant Team for all public outreach meetings, Planning Commission Meeting, and Board presentations.
 - Final Communications Plan detailing all outreach efforts.
 - Outreach Summary Report which includes documentation of public comments from all public outreach efforts including web based surveys, interactive web based tool results.
 - Prepare reports for County staff presentations to Boards, Commissions, and stakeholders
 - Prepare and make public presentations to the County Planning Commission, Board, and at community meetings as specified in the work plan (See Tasks 2.3, 2.4, 3., 3.10)
 - Project Website Development with web based tool
 - News Releases and tip sheets
 - FAQs
 - Posters & Flyers advertising outreach
 - Development of an eBlast database for stakeholders, meeting attendees and other project participants.
 - Development of an eBlast system to send regular updates regarding the Fee Update.
 - Posts on Facebook, Twitter and other relevant social media promoting engagement opportunities.
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DRAFT Public Outreach Scenarios

Scenario 1

Task	Senior Principal	Principal	Associate	Senior	Engineer/Planner	Analyst	Admin	Urban Economics	Flint Strategies	Subtask/ Task Hours	Subtask/ Task Cost
Board Study Sessions & Planning Commission Presentations (10)	16	30	30					20		96	\$ 21,480
Public Workshop Rehearsals (3)		16	16					15		47	\$ 9,720
Presentation Material	4	4	8		35	35				86	\$ 13,985
Total Cost											\$ 45,185

Scenario 2

Task	Senior Principal	Principal	Associate	Senior	Engineer/Planner	Analyst	Admin	Urban Economics	Flint Strategies	Subtask/ Task Hours	Subtask/ Task Cost
Board Study Sessions and Planning Commission Presentations (10)	16	30	30					20		96	\$ 21,480
Public Workshop (6: 3 rounds at 2 locations)		40	20					20		80	\$ 17,000
Public Workshop Rehearsals (3)		16	16					15		47	\$ 9,720
Presentation Material	4	4	8		70	70				156	\$ 24,310
Webtools and Social Media		1			30					31	\$ 5,030
Total Cost											\$ 77,540

Scenario 3

Task	Senior Principal	Principal	Associate	Senior	Engineer/Planner	Analyst	Admin	Urban Economics	Flint Strategies	Subtask/ Task Hours	Subtask/ Task Cost
Board Study Sessions and Planning Commission Presentations (10)	16	30	30					20	40	136	\$ 26,680
Public Workshop (6: 3 rounds at 2 locations)		40	20					20	80	160	\$ 27,400
Public Workshop Rehearsals (3)		16	16					15	40	87	\$ 14,920
Presentation Material	4	4	8		70	70				156	\$ 24,310
Webtools and Social Medai		1			30				60	91	\$ 12,830
Media Relations									32	32	\$ 4,160
Total Cost											\$ 110,300

Scenario 4

Task	Senior Principal	Principal	Associate	Senior	Engineer/Planner	Analyst	Admin	Urban Economics	Flint Strategies	Subtask/ Task Hours	Subtask/ Task Cost
Board Study Sessions and Planning Commission Presentations (10)	16	30	30					20	40	136	\$ 26,680
Stakeholder Presentations/Mini-Workshops (8)	8	30	40					20	65	163	\$ 29,390
Public Workshop (6: 3 rounds at 2 locations)		40	20					20	80	160	\$ 27,400
Public Workshop Rehearsals (3)		16	16					15	40	87	\$ 14,920
Presentation Material	4	4	8		70	70				156	\$ 24,310
Webtools and Social Medai		1			30				60	91	\$ 12,830
Media Relations									32	32	\$ 4,160
Outreach Summary Report		1			4				10	15	\$ 2,170
Total Cost											\$ 141,860